

STENTOR

TO-DAY AND TO-MORROW

*For the Contents of the Series see the end of
the book*

STENTOR

OR

THE PRESS OF TO-DAY
AND TO-MORROW

BY

DAVID OCKHAM

“ The abstract and brief chronicle of the time.”

LONDON :
KEGAN PAUL, TRENCH, TRUBNER & CO., LTD.
NEW YORK : E. P. DUTTON & Co.

*Printed in Guernsey, C.I., (British Isles) by the Star
and Gazette Co. Ltd.*

CONTENTS

CHAPTER	PAGE
I THE BIRTH OF STENTOR..	9
II THE NATURE OF STENTOR	15
III THE DICTATORS	32
IV THE MANNERISMS OF STENTOR	54
V THE NEWSPAPER OF TO- MORROW	65
VI POISON GAS OR FRESH AIR	82
APPENDIX	93

"The new spirit in the Press, which aims, not at influencing statesmen by giving them an instructed and enlightened public opinion, but at making them subservient to a power which will exalt them or hound them out of office, according to whether they will or will not accept its dictates and its terms."

"The insolent pretensions of newspaper owners to reduce Downing Street to the position of an annexe of Fleet Street."

—*Certain People of Importance*,
by A. G. GARDINER.

The freedom of the Press is the freedom of public opinion, that's the beginning and the end of it. Can you pretend that public opinion is free, when more than half the leading journals are the voice of one man? There is a danger to the freedom of the Press, Janion; and that danger is you. You are simply a trust crushing out or buying up all opposition, till you control the market—till you can sit in your office and say, "What I think to-day, England will think to-morrow."

—*The Earth*, by J. B. FAGAN.

STENTOR

I

THE BIRTH OF STENTOR

It is some eight thousand years ago that Man, having already set himself apart from the brute creation by walking on two legs and creating the art of speech, paved the way to the "best seller" by the invention of writing.

The nomad settled in the village. From the village there grew the city. Empires rose, fell, and crumbled into decay. Plato, Homer, Aristotle, Dante, da Vinci, Shakespeare

STENTOR

enlarged the boundaries of intellect and of emotion. America was re-discovered. Moveable types were introduced to Europe. And the newspaper, via the printed book and the pamphlet, sprang from the loins of Gutenberg. Grub Street gave place to Fleet Street, and the Carmelites to Carmelite House. Compulsory schooling for the masses produced a new social phenomenon in the shape of whole nations among whom the illiterate was the exception, and Demos roared voraciously for news-print. And the halfpenny "daily" created a demand for the forest products of Newfoundland.

So may our grandchildren condescend their Outline of History.

Historically considered, the Newspaper is an upstart, although its

THE BIRTH OF STENTOR

germs existed in the Roman Empire, in the shape of *Acta Diurna* and *Acta Publica*, Government publications which contained registers of births and deaths, and particulars of the corn supply and of payments into the Treasury. The *Acta* even embodied so modern a feature as the Court Circular.

Journalism found no incitement during the Dark and Middle Ages, and the use of moveable types at first stimulated the production of books rather than that of periodicals. By the latter half of the fifteenth century, rudimentary journals were, however, making their more or less regular appearance in Germany, Austria, and Italy, and embedded in Continental archives is to be found at least one copy of a contemporary

STENTOR

account of Columbus' voyages to America recorded while his journeyings still represented the latest news.

The sixteenth century saw the *Gazzetta*, an Italian production in manuscript, to be read on payment of a *gazzetta*, a small coin of the period, which eventually gave its name as a synonym for newspapers and other publications. None of these Continental attempts to assuage the thirst for news seems, however, to have embodied the seeds of permanence, and the idea of a Newspaper in the modern sense, that is, of a publication issued at regular intervals and characterised by continuity in administration and policy, is largely English. The first regular English newspaper was the *Weekly News from Italy, Germany, etc.*,

THE BIRTH OF STENTOR

founded in 1622, and nineteen years later an English paper secured a "scoop" by publishing a report of a Parliamentary debate for the first time on record. In 1709, London had its first daily under the title of the *Daily Courant*; the *Morning Post* dates back to 1772; and the *Times*, originally established as the *Daily Universal Register*, followed in 1785.

It is almost impossible to assign a definite historical date for the inception of the newspaper as a regular institution created to satisfy a public demand, since so many of the journalistic pioneers were both of a fugitive and ephemeral nature, whilst others were pamphlets rather than news bulletins. But if we strike a mean between the *Daily Courant*

STENTOR

and the *Morning Post*, we may say that the newspaper has enjoyed some two centuries of vigorous life. It has thus witnessed the birth of the Industrial Age and of its offspring, Mechanical Transport, has seen the formation of the United States of America, the peopling of Canada and Australia, the fall of most European thrones, the development of great communities in South America, the birth of flying, and the shifting of the centre of gravity of political power from the semi-instructed few to the uninstructed many. If Stentor has lost his head a trifle at the contemplation of such an unparalleled record of human activity, and of a period pregnant with such almost unimaginable possibilities for good and evil, who shall wonder ?

II

THE NATURE OF STENTOR

WHAT is a newspaper? Ask any editor or proprietor, and he will tell you that its primary function is the dissemination of news, and its secondary, but none the less immensely important, task is that of commenting on the happenings of to-day or forecasting those of to-morrow, with the object of educating the community and guiding public opinion. So we are frequently informed, in rotund periods, by noble lords who respond to the toast of The Press at public feastings.

STENTOR

What, actually, is a newspaper ? To begin with, it contains advertisements, mainly of women's dress, soaps, face creams and powders, chocolate, beer, whisky, tobacco, and motor cars. Democracy's needs.

Then there is a page of pictures, gathered at great expense from the ends of the earth, often transmitted by aeroplane, and providing a feast of new hats and evening wraps from Paris, railway accidents, shipwrecks, upturned tramcars and motor lorries that have fallen into ditches, the more or less recognisable portraits of men and women performing at the Divorce Courts or for some other reason temporarily in the public eye, photographs of film actresses, and pictures of the diversions of the Rich at the races,

THE NATURE OF STENTOR

on the moors, on the Lido, and on the Riviera. Democracy's peep-show.

After these hors d'œuvres come the leading articles, letters to the editor, "nature notes" straight from Fleet Street, an instalment of a serial story depicting a life such as was never lived on land or sea, pictures which are believed to amuse the children, and "leader page articles" largely contributed (or at least signed) by doctors, divines, the wives of ex-Cabinet Ministers, Russian Princesses, actresses, and—occasionally—journalists.

There are also articles in which women are instructed how to dress, cook, arrange a luncheon table, plan schemes of interior decoration, pack their trunks for a holiday, economise

STENTOR

in the household, and retain the affection of their husbands.

The residue is news.

But not all of it.

For much of this residue is news only in a specialised and restricted sense. City notes, produce market notes, the movements of shipping, and golf, bridge, gardening, or motor-ing notes do not appeal to every reader. Nor, for that matter, does literary criticism, or the critiques of plays, films, concerts, and picture exhibitions.

But the residue of the residue is news. And that includes "gossip" by ladies and gentlemen apparently on terms of the utmost intimacy with Royalty and the nobility and gentry, the deaths of centenarians, the bright sayings of witnesses at police courts,

THE NATURE OF STENTOR

the witty sayings of judges, the wise sayings of magistrates, and the futile sayings of coroners.

Add a crossword puzzle, and you have a newspaper. Democracy's Mentor.

New inventions and institutions achieve popularity in accordance with the readiness with which they lend themselves to vulgarisation. So it has been with wireless and the kinema, and so it is with the Press. Cynics may say that every country has the newspapers it deserves, but that begs the question. The mass of the public undoubtedly likes its newspapers well enough (without having any very great respect for them) but it also likes novels and film plays entirely devoid of artistic value, just as it likes third-rate music

STENTOR

and fourth-rate pictures. The real question is how far is popular taste natural, and how far has it been debauched by those who aim at giving the public what it wants, or what it is supposed to want. A brewer who succeeds in inducing his customers to acquire a taste for doctored or synthetic beer may be entitled to say that he is giving them what they like. But he is not entitled to say that they are incapable of appreciating unadulterated malt and hops, or that they would really prefer the genuine article if they were allowed a free choice between the two.

When compulsory schooling led to an immense and sudden increase in the number of people able to read without difficulty, well-meaning enthusiasts rejoiced at the prospect

THE NATURE OF STENTOR

of the artisan beguiling his leisure with Dante, Milton, Schopenhauer, Ruskin, Darwin, George Elliot, or the works of Alfred, Lord Tennyson. Actually, these newcomers to the world of letters turned mostly to the penny novelette and the "bitty" weekly. They might have patronised something better if the pioneers of reading matter for the million had made the experiment of seeing whether there was a market for something better. But the experiment was not made. And it was on the basis of a culture largely represented by the "snippety" weekly, that the creators of newspapers for the million began to build about a generation ago.

Let it be conceded that their intentions were largely laudable. The

STENTOR

appeal of the newspaper had previously been restricted to a degree almost incredible to contemporary men and women under thirty. The daily paper was the preserve of the well-to-do and the "comfortable classes"; the masses bought evening papers for racing tips and other sporting information, and on Sundays they were regaled with a rag-ôut of the murders, the robberies, the assaults, the divorces, and the more unsavoury police court cases of the week. Journals of international repute, such as the *Times*, the *Daily Telegraph*, the *Neue Freie Presse*, the *Journal des Débats*, sold fewer copies in a week than the popular organs now dispose of in a day.

The Harmsworths, the Pearsons, the Hearsts, were to change all that.

THE NATURE OF STENTOR

In order to make the daily paper a necessity, or a habit, of the masses, it was essential to depart from the pomposity of the older journals, with their long and platitudinous leading articles about nothing in particular, their unattractive "make-up," their bald presentation of news, the immense length of their police court reports, and their adherence to the theory that the fall of a Cabinet in Patagonia was of more interest to the reader than a murder on his doorstep. The motto of the new Press was Brightness, Brevity, Enterprise, and Cheapness. It introduced photographs. It presented its news more attractively. It catered for the interests of women. It printed the light, but informative, article on topics of the day, often written by a

STENTOR

specialist. It quickened up the transmission both of the news and of the newspaper. It aimed, in short, at mirroring passing events for the multitude rather than providing reading matter to be digested at leisure by the banker, the lawyer, the country gentleman, and the politician. And it succeeded remarkably—up to a point.

But man cannot live by brightness alone. And brightness became a fetish. Insensibly, and on the whole probably unconsciously, at least at first, the newspaper made excessive sacrifices in the pursuit of its passion for the purely readable. It concentrated on the tabloid and the snippet. It plastered its pages with pictures, so that we have reached the stage at which if Dean Inge, Bernard Shaw,

THE NATURE OF STENTOR

the ex-Kaiser, President Coolidge, Mr. Lloyd George, or Mr. Charles Chaplin be mentioned on six consecutive days of the week by the same paper, each mention will be accompanied by a photograph, usually the same photograph, the size of a postage stamp. Similarly, the obsession of the Press for "human interest stories" (a characteristic legitimate enough in itself) has been developed to the point at which the wives and mothers of condemned murderers are interviewed directly after the verdict with a request for their comments on the justice of the sentence, while respectable householders are despatched with cameras to photograph the tears of miners' widows after a colliery accident.

"Human interest" with a ven-

STENTOR

geance. But the worst feature of this vulgarisation of the popular Press is the resulting vulgarisation of the public. News editors would not instruct their reporters to interview divorcées, husbands whose wives have just been killed in motor accidents, or bereaved mothers, unless journalistic insistence as the "personal touch" had so greatly succeeded in banning decent reticence. The law does not punish such outrages on public taste, although it punishes many offences of far smaller detriment to the community.

Side by side with vulgarisation is persistent falsification of values. The Press promotes mass hysteria, as is shown by the excesses accompanying the visits of American film stars to England or of European queens to

THE NATURE OF STENTOR

the United States. It consistently denounces the very evils, or imaginary evils for whose creation it is itself so largely responsible, finding, for instance, good "copy" both in detailed descriptions of a play alleged to be lewd, and in criticisms of the same play by clergymen who have not seen it. And it is driving privacy from the world by its discovery of the new creed that if the pen be mightier than the sword, the camera is mightier than either.

Insistence on the personal note has also brought in its train a Mumbo-Jumbo belief in the virtue of names. It is assumed that the public will attach more importance to an article signed with a name with which it is familiar than by an unsigned contribution, and although this theory is

STENTOR

based on a certain element of fact, it is in practice overworked to the point of nausea. The reader will no doubt attach special importance to an article under the signature of Arnold Bennett, or H. G. Wells, especially if it deal with a subject with which the writer is particularly identified. He will also be more impressed by an article on tennis by Suzanne Lenglen than by an equally good but anonymous contribution. But is he equally impressed by the fact that a column of platitudes on motherhood, the contemporary young woman, or the decay of church-going, is signed by a, no doubt, estimable lady, whose only claim to public distinction is that she is the wife of an ex-Lord Mayor or the bearer of an obscure Hungarian title ? Editors and

THE NATURE OF STENTOR

proprietors apparently think so, thus indicating their cynical estimate of the level of public intelligence.

Furthermore, this passion for names is responsible for the perpetration of the grossest frauds on the public. It is notorious in Fleet Street that articles alleged to be contributed by politicians, musical comedy actresses, film stars, and professional footballers are, in fact, often not written by the illustrious who are their reputed authors. Indeed, the illustrious are as like as not incapable of writing a page of grammatical English, as is also the case with the self-advertising commercial magnate, whose reputed views on economic questions or industrial co-operation, neatly typed and flanked by carefully touched-up photographs, descend on

STENTOR

the desks of editors in the company of the pigeon-English letters of pushful publicity agents.

But this fraud on the public, and there is no other name for a species of false pretence which is growing so rapidly that it is developing into an open scandal, is, relatively, a minor affair. The real evil is that the controllers of the Press, themselves largely amateurs, are going out of their way to encourage the incursion of the amateur into what is a highly-skilled and highly-complex avocation. And that constitutes the real false pretence. It does not matter very much whether that popular film comedienne, Miss Ruby Vamp, is actually responsible or not for the article on "Should Curates Charleston?" extensively and expensively

THE NATURE OF STENTOR

advertised by the "Daily Dope." But it does matter if the public be led to believe that an article on foreign relations written to order by a hack journalist for the purpose of provoking a sensation or promoting the policy of a newspaper proprietor should purport to be, and should be accepted, as from the pen of an impartial diplomatic expert, who has, in fact, only lent his name in return for money or for purposes of self-advertisement.¹

¹In December last, the Lawn Tennis Association passed resolutions prohibiting a competitor in tournaments and matches from writing articles thereon for the Press "under his own name, initials, or recognisable pseudonym," and also from allowing a player to permit his name to be "advertised as the author of any book or press article of which he is not the actual author." This resolution was boycotted by a portion of the Combine Press, while one newspaper distorted the attitude of the Association as representing "interference with amateurs," and "dictating to newspaper proprietors and editors." Imperence.

III

THE DICTATORS

FEW people understand the economic, still less the social, significance of Trusts and Combines. The public is familiar enough with the amalgamation of a number of more or less competing concerns engaged in the same industry ; it is not so familiar with the conception of a Trust which owns or controls undertakings of widely-differing nature, such as the modern Combine which aims at controlling an article during the whole cycle of operations from the winning of the raw material to the marketing

THE DICTATORS

of the finished product. Still less is it familiar with the process whereby control, which is far more important than ownership, can be acquired by putting up quite a small proportion of the total capital invested in a commercial undertaking.¹

It is as the result of control rather than actual ownership that the British Press has within the past few years largely come into the hands of some four or five men. The Independent Press has, in consequence, almost ceased to exist. There are

¹ A large proportion of the capital of modern joint-stock companies is provided by debenture-holders, who normally have no voting rights whatever, and by preference share-holders, who may vote at meetings only when their dividend has been in arrears for a prescribed period. Even ordinary shareholders may have no voting rights, and the entire control, including the appointment of directors, can be vested in the owners of a particular class of share representing less than a tenth of the company's total capital.

STENTOR

still, of course, newspapers uncontrolled by Combines or Trusts, but these are in the main restricted alike as to circulation, influence, and the range of their geographical distribution. Moreover, independence of ownership does not necessarily mean independence of control by a political party in whose interests the paper is administered by its nominal owners.

The " Trustification " of the Press is an entirely logical development, and has been accepted by the public in much the same way as amalgamations in any other industry. But there is a vital difference between a Newspaper Trust and a Beef Trust. The Newspaper Trust controls and manipulates public opinion. Its workings are largely subterranean. It is guided on occasion by purely

THE DICTATORS

political considerations to an extent impossible in any other industry. It may exercise a decisive influence on the issue of war or peace. Obviously, the control of a nation's Press by a handful of men is not to be regarded in the same light as the control of its chemical industry. A "deal" in newspapers embodies, ultimately, a "deal" in the means of manipulating public opinion.

In every industry, the appetite for amalgamation grows by what it feeds on. The tendency is for the immensely powerful and wealthy Newspaper Trusts to absorb more and more publications. Very often, a competing organ is bought only that it may be "killed," as happened to London's oldest evening paper, *The Globe*. Amalgamation is often only a

STENTOR

euphemistic term for the disappearance of an old-established paper. The independent journals cannot withstand the tentacles of the Octopus. Either they are forced out of existence by sheer inability to stand up against their much wealthier rivals, or the owners are induced to sell by offers too tempting to refuse. In the latter instance, the matter has usually been decided on down to the last detail by the directors on both sides before the offer is submitted to the shareholders who are the nominal and legal owners of the property.

The Dictators of Public Opinion thus enlarge their realm. It may be asked why, granted that the disappearance of existing Independent Newspapers is inevitable, new Independent organs do not make their

THE DICTATORS

appearance. The answer is that few undertakings involve the risk of such great loss, coupled with so much uncertainty and the necessity of putting up so much working capital to provide for possible losses during the first two or three years of existence, as the launching of a great newspaper. Excluding a journal subsidised by Labour organisations, only one serious attempt has been made in England during the last twenty years to found a new morning paper of national scope. It failed, after its millionaire proprietor had tired of losing money on the venture. The last attempt to establish a new London evening paper failed on the score of finance, distribution alone (*i.e.*, getting the paper into the hands of readers after it had been

STENTOR

printed) costing a thousand pounds a week. London, which is the journalistic centre of the United Kingdom (the small size of the country making possible the "nation-wide" newspaper, with which there is nothing really comparable in the United States), has actually far fewer morning and evening papers than twenty years ago.

It has more Sunday papers. But that is one of the results of Trustification. By placing a Sunday paper under the same control as one or more morning and evening journals, overhead charges, which eat up money in the newspaper industry, are largely reduced. Administrative and mechanical costs are lowered. Each paper in the Combine can give free publicity to the rest. Distribution

THE DICTATORS

costs are shared. Against such conditions, the lone hand fights a losing battle, and economic factors operate as much against the creation of new Independent journals as they operate for the absorption of those still in existence.

Since the armistice, the process of Trustification has undergone a remarkable acceleration. It has also entered on a new and immensely significant phase, the unification of control of publications of the most widely differing nature, thus bringing illustrated weeklies, fashion papers, monthly magazines, technical and trade journals, children's weeklies and monthlies, and directories and other works of reference under the same ownership as morning, evening, and Sunday Newspapers. The

STENTOR

modern Combine will even control the manufacture of its paper, and the supply of raw material for the purpose.¹

Such comprehensive Trustification may either assume the shape of complete amalgamation of separate companies, or be effected by the process known as unification of interests, in which a common control is brought about by such means as the presence of the same men, or their nominees, on the boards of companies which retain their corporate entity but are animated by a common policy and administered to serve common interests. The result is in either instance the same.

The world has never known anything comparable. A handful of

¹ See Appendix.

THE DICTATORS

men, sitting over a luncheon table, can decree what the community is to think, what it is to be told, what it is not to be told. So we have reached the " Fordisation " of the intellect, which works through mass suggestion reinforced by damnable iteration. And this is mainly the work, not of men with missions, not of enthusiasts, or patriots, or men of culture, not even of journalists, but of men who have " gone into " the newspaper industry as they might have " gone into " the establishment of bacon-curing factories.

Does it require a prophet to forecast the colossal influence of the Dictators on the opinions, the conduct, and the ideals of the next generation ?

For the process of Trustification

STENTOR

cannot be arrested. Law and public opinion are alike powerless to stem it. No Anti-Trust legislation, as has been proved by America, is ever or can ever be of the smallest effect, since there are too many means of evading the spirit of the law while adhering to the letter. Interlocking directorates, ownership of shares carrying control over the entire undertaking, secret arrangements for pooling profits, are among the common methods adopted in order to set up a *de facto* Trust when it may not be legal or politic to establish a Trust in name. Newspapers which succeed in maintaining a semblance of independent ownership and independent policy will thus be brought within the orbit of the Combines although they may nominally re-

THE DICTATORS

main outside. The Trusts will become Super-Trusts, and the Press of the whole country may be dominated by two, three, or even one combine, with a single individual as Arch-Dictator.

The process is inevitable, even if only for the reason that the splitting up of a Trust that has once been formed entails reduction in profits. Northcliffe, who was above and beyond everything else a journalist, aimed merely at the supreme control of the journals created by his genius. The contemporary Dictators, who are not journalists, aim at dominion over the whole field of the Press. They have already gone most of the way towards attaining their ambition.

A special factor which has re-

STENTOR

ceived very little consideration will operate in the near future towards the tightening of the stranglehold of the Press Combines. Trustification of the Newspaper Industry has recommended itself to financiers on the ground, *inter alia*, that it enables expenditure to be cut down. The history of nearly every industrial combine, excepting those affecting the Press, has since the armistice been one of profits that have failed to come up to the promoters' estimates. In numerous instances, despite the considerable economies foreshadowed in the prospectus, earnings have been materially lower than those of the former separate undertakings now under one control. Indeed, the process of amalgamation or of acquiring controlling interests

THE DICTATORS

has during the past few years been in general disappointing to shareholders.

Until now, the Newspaper Trusts have been more fortunate, partly because certain classes of advertisers have been induced to spend much more money, partly because of the economies effected by the wholesale discharge of staffs consequent on the so-called amalgamation of papers which have been bought only that they might be "killed";¹ and in part because the results of acquiring shareholdings at fancy prices have yet to materialise.

¹ "The *Yorkshire Evening Argus* having been amalgamated with the *Bradford Daily Telegraph*, the Editor of the former paper (Mr. J. W. Masters) confidently recommends the members of his loyal and competent staff to all who need literary assistance, and would be glad to receive applications from editors and others having positions to offer."—Advertisement in the *Times*, December, 15, 1926.

STENTOR

This prosperity cannot be expected to last indefinitely. The newspaper brokers, that new class of financial intermediary which is playing so significant a part in the making of "deals" in public opinion, have done uncommonly well out of their buyings and sellings. They may still do well in the immediate future, but they have no concern with the ultimate prosperity of the industry. The future position of shareholders in the Press Trusts does not seem so assured as they imagine to-day. As profits decline, or fail to increase in accordance with expectations, the dictators will decree reductions in expenditure, beginning with the human material which has created their profits and their goodwill. The desire for economy, which is on the

THE DICTATORS

whole more likely to be attained by means of centralised administration than with a number of separate and individual undertakings, will obviously outweigh any arguments that might be brought forward in favour of " unscrambling " the Press Trusts, or splitting up the Combines into smaller undertakings. Furthermore, when the Trusts feel the pinch, or regard their profits as insufficiently bloated, the ambition to drive out what remains of the Independent Press will be accentuated, and yet more journals outside the Combines will be forced to surrender.

With the process of Trustification has come a complete change in the character of the Controllers of the Press. Men such as Delane of the *Times* were great editors, that is, great

STENTOR

journalists, who stamped their impress on an age which still held to the belief that the editor was responsible for the editorial policy of his paper, and was something more than the mere paid servant of his proprietors, to be engaged and discharged as one " hires and fires " a scullery maid. Men such as Northcliffe (with all his faults a great man and one with a touch of that indefinable quality which we term genius) were possessed of creative ideas ; they had vision and ideals ; they saw in the newspaper something more than a mere instrument for money-making. If they made money it was not because it was their primary ambition to do so, or even because they particularly cared about money, but because their creations

THE DICTATORS

could not help attaining a considerable degree of material success.

To-day, with negligible exceptions which are unlikely to be perpetuated, editors are merely hired servants. A. C. P. Scott is an exception.¹ Another Delane is an impossibility. Another Northcliffe is unthinkable, since the new Dictators have fashioned the rôle of the Press, and their own rôle, after a diametrically opposite conception.

In the stead of the Delanes and the Northcliffes, we have control by self-seeking millionaires with a megalomaniac itch for interference. A dozen years ago, the spectacle of a newspaper proprietor expressing on the front page of his principal organ his entire disagreement with the

¹ Editor of the *Manchester Guardian*, and controller of its editorial policy.

STENTOR

opinions of his dramatic critic on an entirely undistinguished play would have been incredible. Such an outrage on taste is symptomatic of the dictatorship by the new Overlords of the Press. Here we have yet another manifestation of the amateur's conception of journalism. Anyone, thinks the modern proprietor, can be a dramatic critic, a musical critic, a literary critic, a Parliamentary correspondent, an editor, especially if his name be known to the public in a capacity entirely unrelated to journalism. If he be a peer or possess a courtesy title, then he is the beau ideal of journalism.¹

¹ "Anyone can write leading articles," the author was once solemnly assured by one of our best-known editors. He was neither endeavouring to be humorous nor to be cynical; he was merely expressing what the Conductors of the Press themselves think of the Press which they conduct.

THE DICTATORS

Amateurishness and the love of interference also combine to give us the ponderous signed contributions with which newspaper proprietors regularly favour their own journals. Whether these articles are in every instance, or in any instance, actually written by their signatories, is a matter with which I have no immediate concern. But they are significant of the driving forces behind the modern Press Trust ; they exemplify the rôle of the Press as an engine of propaganda, self-advancement, and self-advertisement, for its millionaire owners.

To quote Mr. St. John Ervine :

“ We know there are certain demented millionaires who own newspapers and will write for them ; and when one of these men

STENTOR

writes an article, the staff hides its head and goes about the rest of the week explaining it away. We (the journalists) are the paper. We are the goodwill of the paper, and when they sell a paper they sell what we have made. When they sell what we have made and say 'We don't want you any more,' we should be regarded as the first charge on the price of that paper. We have known proprietors who have ruined papers. Such a man should be in gaol for ruining a good business. . . . Editors used to put the proprietors of newspapers in their place, and there is no reason why it should not be done again."

Mr. Ervine, it may be added, made these remarks at a meeting convened by the Institute of Journalists on December 11, 1926, under the chairmanship of Sir Robert Bruce, editor

THE DICTATORS

of the *Glasgow Herald*. His remarks were, of course, boycotted by the leading organs of the Press Trust.

IV

THE MANNERISMS OF STENTOR

A PROBLEM for the consideration of the Dictators of the Press is that of reconciling the up-to-date nature of the modern newspaper in most respects with its extraordinary conservatism in others, an inconsistency that affords genuine amusement to the student of contemporary life and manners. The Press is still old-fashioned enough to regard Woman (with a very large " W ") as a remarkable creature that has only just been discovered. Her slightest and most inconsequential doings are re-

MANNERISMS OF STENTOR

garded as of the most compelling interest. "Women Present at Football Match" declaim the headlines, and the game is immediately vested with a special and romantic atmosphere.¹

Again, we have progressed beyond the "Book of Snobs," but "public schoolboy," "old Etonian," "wife of Ex-M.P.," and "Colonel" are still imagined by sub-editors to be invested in the reader's mind with an aura denied to the mass of human beings. As for members of the nobility, let an amiable and undistinguished peer die of heart failure in his eightieth year, or collide in his motor car with a taxi-cab, and the

¹ I do not dilate on this theme, since it has so admirably been expounded by Rose Macaulay, who is human enough to rebel against her sex being treated by the Press as though it were almost human.

STENTOR

news is conveyed to a bored public by means of special contents bills. For the public is bored, when it is not disgusted, by these endeavours to make the world safe for Snobocracy. Yet a journalist who attempted to point out that both social values and news values had altered since the days of the Great Exhibition, and, in particular, since the Great War, would be told that he did not know his business and that he was most certainly a Bolshevik.

Again, while proprietors and editors long ago realised the implication of Northcliffe's discovery that Woman was a creature of sufficient intelligence and curiosity to read a newspaper (even if only for the advertisements of drapers), they still regard her in the light of an intellectual

MANNERISMS OF STENTOR

crétin so far as concerns the provision of reading matter. If any critic consider this statement too severe, let him—or her—concentrate exclusively for the next two days on the fashion and “ Society ” columns and the “ Woman’s Pages ” of the Popular Press.

Moreover, the editorial conception of women is that they are without exception possessed of inexhaustible means, leisure, and ability to make holiday at expensive resorts all the year round and to attend all the costliest “ functions ” as a matter of course. No other explanation of the fatuous drivel offered up for the special delectation of female readers offers itself to the reasoning mind.

Do you think I have been unfair ?
Then read this characteristic para-

STENTOR

graph from an evening paper, headed
“ Earnest Young Women ” :

“ It must not be thought that the American girl merely dances her way through life. Not at all. She must have variety, therefore she dabbles lightly in art, literature, politics, or philanthropy. She has days for visiting hospitals or other institutions or she makes political speeches as Miss Barbara Sands, grand-daughter of Mrs. William K. Vanderbilt, has been doing recently, and as Sarah Murray Butler does all the time, or she even takes up business in her odd moments, like Elinor Dorrance, who at eighteen has decided to know all about the famous Campbell soups company of which her father is head and which she will inherit.”

This is not parody. It is the real thing, complete with snobbishness,

MANNERISMS OF STENTOR

clichés, naïveté, and the conviction that it doesn't in the least matter how you write or what you write about so long as you are writing for other women. And it is published in a paper whose owners lay stress on the fact that it caters especially for intelligent and cultured womanhood.

“ The famous Campbell soups company.” “ Famous ” is the sub-editor's favourite word,¹ applied by him with unwearying zeal to all men and women who have ever got themselves in the public eye—unless they are really famous—applied even to furniture polishes, blends of whisky, and popular cigarettes. The sub-editor, that romantic soul, also assumes that the normal behaviour of the notorious

¹ “ Amazing,” “ mystery,” “ thrilling,” and “ dramatic ” are also hot favourites in the Stock Phrase Stakes.

STENTOR

or the merely well-known is flamboyant, so that when they manage their affairs without limelight they are "quietly married," or they "leave quietly" for their honeymoon. The one thing the Press will in no circumstances permit them to do is to die quietly.

Is it not time that the pages of the Press were one quarter so up-to-date as the machinery which prints them? and that "journalese" should cease to be a synonym for the vapid, the crude, the provincial, and the semi-illiterate?

Impartiality being even rarer than commonsense, no one would be foolish enough to demand from a newspaper either complete lack of bias, or the presentation with equal prominence of both sides of a con-

MANNERISMS OF STENTOR

troversial case. Such impartiality would be contrary to human nature. But natural prejudice does not necessarily involve the deliberate distortion of news.

News can be, and is, habitually manipulated both by distortion and suppression. The first procedure is, on the whole, less objectionable, since a little knowledge on the part of a reader will often enable him to realise that a case is being overstated. Moreover, he may allow for the known political complexion of a journal. Suppression assumes two shapes, partial and complete. The latter, which is the more unusual, comes into play when a newspaper does not find it convenient or politic to give publicity to events or ideas, but this reticence does not necessarily

STENTOR

spring from sinister or interested motives. Indeed, it may simply be because the news editor, who lives in a curious world of his own, often remote from the contacts of the outer world, and who is avid only of stereotyped sensations, fails to recognise news when it is thrust under his nose. In such instances, a rival may possibly recognise "news value." Or again, he may not.

This partial suppression, of which the Socialist newspapers are quite as guilty as the so-called "Capitalist Press" denounced by them for the practice, is one of the deadliest weapons in the armoury of journalism. Let it be clearly understood that we are concerned here not so much with a matter of unfairness or injustice to an individual or a section

MANNERISMS OF STENTOR

of the community, as with injustice to the community as a whole, which is deliberately and systematically deprived of knowledge of all the facts necessary to form a judgment regarding the issues at stake in a question which may affect the national well-being.

For instance, it is impossible for the average newspaper reader to form a detached opinion of the rights and wrongs of a coal strike. The miners' wages are alternatively exaggerated and minimised ; exceptionally high earnings in the coal fields are paraded as typical of the average for the industry as a whole ; or the earnings of coal hewers are represented at much below the real level on the strength of figures including the wages of boys and sur-

STENTOR

face workers. All these facts are readily available and accessible in any modern newspaper office. But only a selection of them is published by any one paper.

Again, to take an example of complete suppression, the curtain may never be lifted by the Press on a political or other scandal of which the exposure is emphatically in the public interest. Such a boycott may be just as much due to the belief that the subject has no news value as to any ulterior reasons. But the injury to the community is the same in either event. Newspaper readers are not concerned with the motives animating editors and proprietors ; they *are* concerned with the results of those motives.

V

THE NEWSPAPER OF TO-MORROW

THE professional will not, of course, be entirely eliminated from journalism. Despite their love of the amateur, newspaper proprietors realise that his place is not among the reporters, the news editors, the sub-editors, the financial editors, or the "art editors"—whose concern lies not with art, but with news photographs. As to editors, that is another matter. The rôle of editor tends more and more to become that of conduit pipe between staff and proprietary, whose views and policy he

STENTOR

is called on to expound and further. So that the amateur will add the editorial chair to his Press conquests. Indeed, he has already made a beginning.

One figures the popular "dailies" of the next decade, with their signed articles by film stars, politicians, jockeys, footballers, tennis players, and racing motorists. One visualises their Women's Page, Beauty Hints, and Guide to the Fashions, ostensibly conducted by popular actresses whose time is already fully occupied in meeting the conflicting claims of the Stage and of "Society." One foresees the daily sermon by the proprietor's pet divine, and the daily health article by the medical man who regards the stylo as more lucrative than the scalpel. One foresees

NEWSPAPER OF TO-MORROW

also an immense increase in the number of photographs and other pictures, aided by the development of telephotography, television, and air transport. The motorist, the golfer, the collector of antique furniture, the amateur gardener, the investor, will find more space devoted to their special interests. There may even be room for an increase in the amount of space (if not of the quality) devoted to book reviews, although this forecast is admittedly optimistic. (What the public is supposed to want is not literary criticism, but " gossip " about the personal habits, the clothes, the recreations, the holidays, and the monetary earnings of authors.)

The leading articles will remain, partly through conservatism, and in part because of their utility for pur-

STENTOR

poses of propaganda and "uplift." The serial story will improve in quality, since that is one of the logical sequences of the passion for well-known names. More and larger prizes will be awarded for guessing contests and other competitions. The scope of newspaper insurance will be extended, although this function may ultimately be curtailed or even cease when the process of Trustification has gone so far that individual journals will no longer be under the necessity of trying to abstract each others' readers. The pictures and stories for the nursery (and what the nursery really thinks of some of these efforts for its entertainment would surprise their purveyors) will be raised to the dignity of a whole page, complete with editor,

NEWSPAPER OF TO-MORROW

the latter probably the wife of an ex-Cabinet Minister. The Sabbath will be kept holy by an increase in the space devoted to autobiographies of contemporary criminals and the retelling of old crimes. In short, the Newspaper will have travelled a stage further on the road to supplant the book, to supplement the playhouse.

It is pertinent at this point to refer to one of the seeming paradoxes of the modern Press, the diminution of its influence as its circulation and wealth have increased. Strictly speaking, the process has rather been one of a shifting of the centre of influence. When circulations were small, readers belonged to the influential classes. A leading article in the *Times* could cause the Cabinet to reflect, could influence European

STENTOR

chancelleries, could even exercise a definite effect on projected legislation. In much the same way as the importance of the individual voter has diminished with every broadening of the basis of the franchise, so has the nature of the old influence of the Press on public affairs declined with growth in circulations.

“ Government by newspaper ” has been denounced by politicians when the views expressed by a journal have not happened to coincide with theirs, but hitherto it is the endeavour rather than the realisation which has been criticised. A newspaper can and does influence the Cabinet in relatively unimportant matters, such as the propriety of commercial advertising by post-mark ; it no longer succeeds in swaying the Administra-

NEWSPAPER OF TO-MORROW

tion in the matter of a first-class legislative measure, or in inducing it to sanction a reform or a change desired by the majority of electors ; despite almost unanimous newspaper criticism of the retention of certain war-time regulations, such as those governing the hours during which it is licit to sell chocolate or cigarettes, the Home Secretary is still able to say that he is so far unaware of any widespread public demand for a relaxation of these restrictions.¹

But against the decline in the direct political influence of the Press there has to be set the growth of its influence over the community. The expansion both of circulations and of

¹Since this has been written, a committee has been set up to inquire into the regulations in question.

STENTOR

the field of interests catered for by the newspaper, already touched on in these pages, has helped immensely to develop the "newspaper habit." It is a matter of elementary psychology that the average man and woman cannot help being influenced by the day-to-day exposition of political and other questions in the columns of their newspapers. Let any journal adopt the consistent policy of blackening the leaders of Soviet Russia or belauding Mussolini, and the infamy of the Bolsheviks or the disinterestedness and greatness of the Italian dictator becomes a creed to hundreds of thousands. Let the whole Press unite in the same shout, and that is the tendency under its present controllers, and the result is mass suggestion of a nature and

NEWSPAPER OF TO-MORROW

intensity which causes the Press to mould the public opinion of whole nations. So that although an individual newspaper or a combination of newspapers may be powerless directly to affect the policy of a Cabinet, it is daily operating to sway the minds of the people and thus, indirectly, to sway Governments through the ultimate effect of mass suggestion in action during the period of a general election or a political crisis.

And this is the work of a handful of men who—it is no reproach to them—are temperamentally unfitted for the enormous responsibilities which they have assumed so light-heartedly, so casually—as casually as though they were “cornering” chewing gum.

STENTOR

Newspaper proprietors assert that in fact, their editors have a free hand, and attempt to prove this contention by pointing to differences in policy or treatment manifested by newspapers under the same control. One is at some difficulty in deciding whether this argument is the fruit of ingenious or of merely ingenuous minds. The *Evening Standard*, for instance, may not see eye to eye with the *Daily Express* in such matters as the morality of modern dancing or the retention of old churches in the City of London, but a strike, a political crisis, a general election, the issue of war or peace, will witness a unanimity of editorial comment which goes beyond the limits of sheer coincidence. The *mot d'ordre* has been given.

NEWSPAPER OF TO-MORROW

The Press of to-morrow will have to regard wireless and the kinema as potential rivals. Both occupy a position analogous to the newspaper, inasmuch as their popularity is largely due to the lack of mental resources in the average man and woman, and their active disinclination to read anything calling for concentration or sustained effort. The Popular Press, Broadcasting and the "Movies" are alike variants of the "Daily Dope." Furthermore, the Press has itself largely helped to popularise its potential competitors through the immense publicity which it accords them.

In England, broadcasting has hitherto not trenched on the province of the newspaper because of the archaic restrictions imposed on the

STENTOR

transmission of news by wireless, which is virtually limited to a brief re-hash of the evening papers, together with weather forecasts. But it is impossible that these restrictions will be allowed to prevail indefinitely, even if only for the reason that " listeners-in " are able to compare the service with that provided by Continental broadcasting agencies, who are not fettered by the Mandarins of the Post Office. As a matter of fact, the new British Broadcasting Corporation, which is a Government Department, possesses powers to do almost anything that can be done by a newspaper. Some of those powers it will certainly use, and there is nothing to prevent the Corporation from adding to its functions that of purveyor of propaganda

NEWSPAPER OF TO-MORROW

for the Government of the day. The transmission of official news, and the development of an Inter-Empire news service it will certainly undertake.

But these are relatively minor matters. The real competitive possibilities of wireless lie in the fact that it brings the outer world into the homes of the millions at precisely those hours between the publication of the latest evening paper and the appearance of the morning paper at the breakfast-table. As the bulk of the contents of a morning paper are printed well before midnight, wireless transmission of news from seven o'clock in the evening until eleven or twelve would skim the cream off the next day's papers. Whether the Press should retaliate by establishing a

STENTOR

wireless service of its own (impossible in England save by means of co-operation with the British Broadcasting Corporation, which possesses a double-riveted, State-enforced monopoly) or by issuing later editions of the evening papers than is now customary, will become a matter for the consideration of its conductors.

For, insofar as concerns the dissemination of news, the wireless can clearly do as well as, if not better, than the newspaper. And it can do it at smaller cost to the subscriber. No one would, of course, seriously suggest that wireless transmission of news will drive the newspapers out of business, or even that it will seriously affect their circulation or revenue. But it is obvious that if

NEWSPAPER OF TO-MORROW

broadcasting compete with the Press in the publication of news (and the Press will be powerless to stop it in England and unable to do so elsewhere unless wireless be brought within the scope of NewspaperTrusts) then the Press must strengthen its hold on the public in those fields where wireless cannot compete, or cannot compete so well. So it will enlarge its field of comment. It will become more and more of a miscellany. It will devote more and more attention to crusades and "uplift." It will become more and more of a pulpit, and a lecture theatre for the physician. Above all, it will more and more strive to mould public opinion.

The rivalry of the Kinema will be of a subtler and less direct nature.

STENTOR

Both the Popular Press and the " Pictures " appeal largely to a class which is easier to reach through the eye than through an appeal to the intellect, which demands a little imagination. The popular newspapers have lately begun to break out in a pictorial eczema throughout their pages. But the kinema, with its extremely well-organised service for recording and exhibiting events of the hour, leaves the newspaper miles in the rear. An evening paper can print photographs of the Derby or the Boat Race within a few minutes of their being taken. But it cannot show the whole progress of the race within a couple of hours after it has been run. Television, already a scientific achievement, and tomorrow a possible " commercial pro-

NEWSPAPER OF TO-MORROW

position," will also come to the aid both of the Kinema and the Wireless. How does the Press propose to meet the actualities of the picture theatre and the possibilities of new inventions for the photographic recording and reproduction of events ?

VI.

POISON GAS OR FRESH AIR

THE Trustification of the Press has gone further in England than in America or on the Continent, partly because of such specially favourable conditions as the small size of the country, the excellence of its communications, and the presence of an exceptionally large proportion of the population within a radius of a score of miles from the centre of the capital. But there is nothing to suggest that other countries represent more favourable soil for the continued propagation of an Independent Press.

POISON GAS OR FRESH AIR

As has been said, neither legislation nor public opinion is competent to arrest the progress of combination, or to operate against Combines already in existence. Incidentally, the awakening has come too late, and although there is in this instance no lack of wisdom after the event, the utmost that it can effect is to instruct the community as to the nature and control of its newspapers. It is powerless to vary the nature of either. There are, it is true, alternatives to the Trust in the shape of Government control or ownership on behalf of a political party or group¹, but these merely oppose one

¹ Last year, the *Journal des Débats* was sold to a banker and an ironmaster (the former is Baron Edouard de Rothschild), both of whom hold strong views on the re-valorisation of the franc. The London *Daily Chronicle*, in which the controlling interest had previously been

STENTOR

form of dictatorship to another. Such control is characterised by no real independence, which obviously, cannot exist in the case of a Government organ. Political or Governmental control is, it is true, less objectionable from many stand-points than control by a Trust, while it also possesses the negative advantage that identity of ownership is usually less easy to camouflage. But such journals are not and cannot be independent. In the long run, the same vices of partiality, suppression, and distortion are present in a newspaper whose aim is the

held by Mr. Lloyd George, passed at the end of 1926 into the control of another Liberal group, and into the ownership of a company of which Lord Reading is the chairman. Some months earlier, the Government of the German Reich acquired the *Deutsche Allgemeine Zeitung*, which had been acquired by the Prussian Government the previous year.

POISON GAS OR FRESH AIR

support of a political party or group as in one belonging to a Trust, while a Government organ has no other *raison d'être* than that of a vehicle for thinly-disguised propaganda. Possibly, the future may see more of Governments as newspaper owners, even if only during periods of national emergency, such as strikes or wars.¹

But if legislation and public opinion be powerless to check the growth of Combines, the more intelligent section of the public, aided by those few influential journals that have still eluded the tentacles of the Octopus, is at last disturbed in its mind. Trustification of the Press has come to be regarded as a public

¹ During the General Strike of 1926, the British Government maintained a daily paper, which was conducted under the personal supervision of Mr. Winston Churchill.

STENTOR

danger, and as of still worse omen for the future. It is conceived of as a menace by the politician—always hostile to and ready to impute sinister motives to any journal which fails to praise him—who visualises the possibilities of all the battalions of the Press Czars suddenly being arrayed against his party. Its dangers have been perceived by the commercial community. Any Government which fails to reckon with the sudden conversion of a Press, yesterday friendly but mobilised against it to-day as the result of overnight change of ownership, personal spite, or thwarted ambition, is singularly unfit to govern, even in an age of incapable and hand-to-mouth administrations.

The malady has thus at least been

POISON GAS OR FRESH AIR

diagnosed. But the patient is not easily curable. The Combines can be challenged only by comparable weight of metal, and they are entrenched too firmly to render attractive any attempt at competition. It almost seems, therefore, as though the community must resign itself to Stentor, with his vulgarities, his inanities, his subservience to the whims and interests of his owners, and his greed for profits and yet more profits.

Given, however, a sufficiently aroused degree of public opinion—and here we are dealing with the incalculable and the unpredictable—and a remedy is not entirely lacking. One of the most characteristic and creditable features of the history of the Press is the great

STENTOR

influence that has been exercised in the past by organs of small or relatively small circulation and revenue, daily, weekly, and monthly. Some of these still exist, and although both their influence and their independence have largely departed, they yet stand as sign-posts on the road to defeating the complete monopoly of the Trust Press.

Courage and public spirit are admittedly required for a revival of independence in journalism, but the prospect is not without its promise of reasonable financial gain in addition to that of less tangible rewards. Intelligent men and women are daily becoming more disgusted with a Press that sets sensation before truth and has raised vulgarity to the level of an exact science. Even if

POISON GAS OR FRESH AIR

the Dictators should realise the existence of this attitude—and they have no criteria beyond circulation and revenue—they would be unable to meet it. You can do many things to and with a newspaper, but you cannot change its spirit overnight with the same ease as one of our most widely-circulated journals once swung round in twenty-four hours from the advocacy of a Protective tariff to the championship of Free Trade because its earlier attitude was considered to be unpopular among its patrons.

Circulation and advertising revenue (the advertiser provides the real profits) are the twin gods of the Dictators, as the reduction of expenditure is their prophet. Thinking in terms of millions, they are

STENTOR

temperamentally incapable of realising the influence of journals appealing only to thousands, just as they conceive influence to be synonymous with circulation, although some of the " best sellers " among our daily and Sunday papers are singularly destitute of any real influence over the drugged minds of their readers. So there is scope for the re-emergence of the independent organ of the type which has demonstrated in the past that great influence may go hand in hand with small circulation and an inconsiderable revenue from drapery advertisements, provided that its conductors are informed with sincerity, fearlessness, and ideals, and refuse to regard the shibboleths of the minute as divine revelations.

And if such a Press do not emerge

POISON GAS OR FRESH AIR

from behind the smoke screen and the poison gas ejected by Stentor, then Democracy will have the newspapers it deserves.

Let it be emphasised that the objections on public grounds to the Trustification of the Press are based even more on the future than on present conditions. The Dictators of to-day may be high-souled patriots, men of vision, men alive to the measure of their responsibilities. The Dictators of to-morrow may be mercenary profit-seekers, reactionaries, men who use their newspapers as weapons in the fight against decent housing or fair wages, or who bring up their battalions in aid of campaigns to starve education or foment war. There is nothing to prevent the Press of this or any other country

STENTOR

from coming under the financial control of armament makers, international traffickers in drugs, or wealthy men who desire the perpetuation of the slum. There is nothing to prevent its domination by aliens or the worst type of "market-rigging" financier.

That is to say, there is nothing save public opinion, which is itself hamstrung by the passing of the Independent Press.

APPENDIX

The growth of the Newspaper Combine has become so complex, with its interlocking directorates and the holdings of one company in another, that details would weary the reader. But in order that he may understand the process, the following is given as a typical example.

The Amalgamated Press, of which Sir William Berry is chairman, was formed at the end of last year to take over another undertaking of the same name. This is one of the Northcliffe ventures, which grew so amazingly that it eventually owned

STENTOR

over a hundred weekly, fortnightly, monthly and annual publications ; ten libraries ; the Waverley Book Co. Ltd., which is concerned with educational publications ; the Radio Press, Ltd ; two other publishing concerns ; and controlling interests in one of the largest paper-making concerns in the country and in a Canadian paper company owning over a thousand square miles of timber land. The new company also took over a dozen publications from Cassell & Co. Ltd.

Sir William Berry is also the chairman of Allied Newspapers, Ltd., which owns the share capital in Allied Northern Newspapers, Ltd., and owns or controls the London *Sunday Times*, and a considerable number of morning, evening and

APPENDIX

Sunday papers in Manchester, Newcastle, Glasgow and elsewhere, including the *Daily Despatch*, the *Sunday Chronicle*, the *Empire News*, the *Daily Record*, and the *North Mail and Newcastle Daily Chronicle*. At the end of last year, the company also agreed to buy all the ordinary shares in the *Daily Sketch* and *Sunday Herald*, Ltd.

This list is far from giving a complete record of Sir William Berry's interests, which also include the chairmanship of the companies owning the *Financial Times* and the *Western Mail*, the latter one of the leading newspapers in the West of England. But the details are sufficient to illustrate the process whereby publications of the most varied nature and influence, and appealing to

APPENDIX

specialised local interests all over the country as well as to the public as a whole, have been and are being brought under a common control.

SIXTY VOLUMES ARE NOW PUBLISHED

TO-DAY AND TO-MORROW

Each, fott 8vo, boards, 2/6 net

THIS series of books, by some of the most distinguished English thinkers, scientists, philosophers, doctors, critics, and artists, was at once recognized as a noteworthy event. Written from various points of view, one book frequently opposing the argument of another, they provide the reader with a stimulating survey of the most modern thought in many departments of life. Several volumes are devoted to the future trend of Civilization, conceived as a whole; while others deal with particular provinces. It is interesting to see in these neat little volumes, issued at a low price, the revival of a form of literature, the Pamphlet, which has been in disuse for many years.

Published by

KEGAN PAUL, TRENCH, TRUBNER & CO., LTD.
Broadway House : 68-74 Carter Lane, London, E.C.4

TO-DAY AND TO-MORROW

FROM THE REVIEWS

Times Literary Supplement: "An entertaining series of vivacious and stimulating studies of modern tendencies."

Spectator: "Scintillating monographs . . . that very lively and courageous series."

Observer: "There seems no reason why the brilliant To-day and To-morrow Series should come to an end for a century of to-morrows. At first it seemed impossible for the publishers to keep up the sport through a dozen volumes, but the series already runs to more than two score. A remarkable series . . ."

Daily Telegraph: "This admirable series of essays, provocative and brilliant."

Nation: "We are able to peer into the future by means of that brilliant series [which] will constitute a precious document upon the present time."—*T. S. Eliot*.

Manchester Dispatch: "The more one reads of these pamphlets, the more avid becomes the appetite. We hope the list is endless."

Irish Statesman: "Full of lively controversy."

Daily Herald: "This series has given us many monographs of brilliance and discernment. . . . The stylistic excellencies of this provocative series."

Field: "We have long desired to express the deep admiration felt by every thinking scholar and worker at the present day for this series. We must pay tribute to the high standard of thought and expression they maintain. As small gift-books, austere yet prettily produced, they remain unequalled of their kind. We can give but the briefest suggestions of their value to the student, the politician, and the voter. . . ."

New York World: "Holds the palm in the speculative and interpretative thought of the age."

TO-DAY AND TO-MORROW

VOLUMES READY

Daedalus, or Science and the Future.

By J. B. S. HALDANE, Reader in Biochemistry, University of Cambridge. *Seventh impression.*

"A fascinating and daring little book."
—*Westminster Gazette*. "The essay is brilliant, sparkling with wit and bristling with challenges."—*British Medical Journal*.

"Predicts the most startling changes."
—*Morning Post*.

Callinicus, a Defence of Chemical Warfare. By J. B. S. HALDANE. *Second impression.*

"Mr Haldane's brilliant study."—*Times Leading Article*. "A book to be read by every intelligent adult."—*Spectator*. "This brilliant little monograph."—*Daily News*.

Icarus, or the Future of Science. By BERTRAND RUSSELL, F.R.S. *Fourth impression.*

"Utter pessimism."—*Observer*. "Mr Russell refuses to believe that the progress of Science must be a boon to mankind."—*Morning Post*. "A stimulating book, that leaves one not at all discouraged."—*Daily Herald*.

What I Believe. By BERTRAND RUSSELL, F.R.S. *Third impression.*

"One of the most brilliant and thought-stimulating little books I have read—a better book even than *Icarus*."—*Nation*. "Simply and brilliantly written."—*Nature*. "In stabbing sentences he punctures the bubble of cruelty, envy, narrowness, and ill-will which those in authority call their morals."—*New Leader*.

TO-DAY AND TO-MORROW

Tantalus, or the Future of Man. By F. C. S. SCHILLER, D.Sc., Fellow of Corpus Christi College, Oxford. *Second impression.*

"They are all (*Daedalus*, *Icarus*, and *Tantalus*) brilliantly clever, and they supplement or correct one another."—*Dean Inge*, in *Morning Post*. "Immensely valuable and infinitely readable."—*Daily News*. "The book of the week."—*Spectator*.

Cassandra, or the Future of the British Empire. By F. C. S. SCHILLER, D.Sc.

"We commend it to the complacent of all parties."—*Saturday Review*. "The book is small, but very, very weighty; brilliantly written, it ought to be read by all shades of politicians and students of politics."—*Yorkshire Post*. "Yet another addition to that bright constellation of pamphlets."—*Spectator*.

Quo Vadimus? Glimpses of the Future. By E. E. FOURNIER D'ALBE, D.Sc.; *Second Impression.*

"A wonderful vision of the future. A book that will be talked about."—*Daily Graphic*. "A remarkable contribution to a remarkable series."—*Manchester Dispatch*. "Interesting and singularly plausible."—*Daily Telegraph*.

Thrasymachus, the Future of Morals. By C. E. M. JOAD, author of "The Babbitt Warren," etc. *Second impression.*

"His provocative book."—*Graphic*. "Written in a style of deliberate brilliance."—*Times Literary Supplement*. "As outspoken and unequivocal a contribution as could well be imagined. Even those readers who dissent will be forced to recognize the admirable clarity with which he states his case. A book that will startle."—*Daily Chronicle*.

TO-DAY AND TO-MORROW

Lysistrata, or Woman's Future and Future Woman. By ANTHONY M. LUDOVICI, author of "A Defence of Aristocracy," etc. *Second Impression.*

"A stimulating book. Volumes would be needed to deal, in the fullness his work provokes, with all the problems raised."—*Sunday Times*. "Pro-feminine but anti-feministic."—*Scotsman*. "Full of brilliant common-sense."—*Observer*.

Hypatia, or Woman and Knowledge. By MRS BERTRAND RUSSELL. With a frontispiece. *Third impression.*

An answer to *Lysistrata*. "A passionate vindication of the rights of woman."—*Manchester Guardian*. "Says a number of things that sensible women have been wanting publicly said for a long time."—*Daily Herald*.

Hephaestus, the Soul of the Machine. By E. E. FOURNIER D'ALBE, D.Sc.

"A worthy contribution to this interesting series. A delightful and thought-provoking essay."—*Birmingham Post*. "There is a special pleasure in meeting with a book like *Hephaestus*. The author has the merit of really understanding what he is talking about."—*Engineering*. "An exceedingly clever defence of machinery."—*Architects' Journal*.

The Passing of the Phantoms : a Study of Evolutionary Psychology and Morals. By C. J. PATTEN, Professor of Anatomy, Sheffield University. With 4 Plates.

"Readers of *Daedalus*, *Icarus* and *Tantalus*, will be grateful for an excellent presentation of yet another point of view."—*Yorkshire Post*. "This bright and bracing little book."—*Literary Guide*. "Interesting and original."—*Medical Times*.

TO-DAY AND TO-MORROW

The Mongol in our Midst : a Study of Man and his Three Faces. By F. G. CROOKSHANK, M.D., F.R.C.P. With 28 Plates. *Second Edition, revised.*

"A brilliant piece of speculative induction."
—*Saturday Review*. "An extremely interesting and suggestive book, which will reward careful reading."—*Sunday Times*. "The pictures carry fearful conviction."—*Daily Herald*.

The Conquest of Cancer. By H. W. S. WRIGHT, M.S., F.R.C.S. Introduction by F. G. CROOKSHANK, M.D.

"Eminently suitable for general reading. The problem is fairly and lucidly presented. One merit of Mr Wright's plan is that he tells people what, in his judgment, they can best do, *here and now*."—From the *Introduction*.

Pygmalion, or the Doctor of the Future. By R. MCNAIR WILSON, M.B.

"Dr Wilson has added a brilliant essay to this series."—*Times Literary Supplement*. "This is a very little book, but there is much wisdom in it."—*Evening Standard*. "No doctor worth his salt would venture to say that Dr Wilson was wrong."—*Daily Herald*.

Prometheus, or Biology and the Advancement of Man. By H. S. JENNINGS, Professor of Zoology, Johns Hopkins University. *Second Impression.*

"This volume is one of the most remarkable that has yet appeared in this series. Certainly the information it contains will be new to most educated laymen. It is essentially a discussion of . . . heredity and environment, and it clearly establishes the fact that the current use of these terms has no scientific justification."—*Times Literary Supplement*. "An exceedingly brilliant book."—*New Leader*.

TO-DAY AND TO-MORROW

Narcissus : an Anatomy of Clothes. By GERALD HEARD. With 19 illustrations.

"A most suggestive book."—*Nation*.
"Irresistible. Reading it is like a switchback journey. Starting from prehistoric times we rocket down the ages."—*Daily News*.
"Interesting, provocative, and entertaining."—*Queen*.

Thamyris, or Is There a Future for Poetry? By R. C. TREVELYAN.

"Learned, sensible, and very well-written."—*Affable Hawk*, in *New Statesman*. "Very suggestive."—*J. C. Squire*, in *Observer*.
"A very charming piece of work, I agree with all, or at any rate, almost all its conclusions."—*J. St. Loe Strachey*, in *Spectator*.

Proteus, or the Future of Intelligence. By VERNON LEE, author of "Satan the Waster," etc.

"We should like to follow the author's suggestions as to the effect of intelligence on the future of Ethics, Aesthetics, and Manners. Her book is profoundly stimulating and should be read by everyone."—*Outlook*. "A concise, suggestive piece of work."—*Saturday Review*.

Timotheus, the Future of the Theatre. By BONAMY DOBRÉE, author of "Restoration Drama," etc.

"A witty, mischievous little book, to be read with delight."—*Times Literary Supplement*. "This is a delightfully witty book."—*Scotsman*. "In a subtly satirical vein he visualizes various kinds of theatres in 200 years' time. His gay little book makes delightful reading."—*Nation*.

TO-DAY AND TO-MORROW

Paris, or the Future of War. By Captain B. H. LIDDELL HART.

"A companion volume to *Callinicus*. A gem of close thinking and deduction."—*Observer*. "A noteworthy contribution to a problem of concern to every citizen in this country."—*Daily Chronicle*. "There is some lively thinking about the future of war in *Paris*, just added to this set of live-wire pamphlets on big subjects."—*Manchester Guardian*.

Wireless Possibilities. By Professor A. M. Low. With 4 diagrams.

"As might be expected from an inventor who is always so fresh, he has many interesting things to say."—*Evening Standard*. "The mantle of Blake has fallen upon the physicists. To them we look for visions, and we find them in this book."—*New Statesman*.

Perseus: of Dragons. By H. F. SCOTT STOKES. With 2 illustrations.

"A diverting little book, chock-full of ideas Mr Stokes' dragon-lore is both quaint and various."—*Morning Post*. "Very amusingly written, and a mine of curious knowledge for which the discerning reader will find many uses."—*Glasgow Herald*.

Lycurgus, or the Future of Law. By E. S. P. HAYNES, author of "Concerning Solicitors," etc.

"An interesting and concisely written book."—*Yorkshire Post*. "He roundly declares that English criminal law is a blend of barbaric violence, medieval prejudices and modern fallacies. . . . A humane and conscientious investigation."—*T.P.'s Weekly*. "A thoughtful book—deserves careful reading."—*Law Times*.

TO-DAY AND TO-MORROW

Euterpe, or the Future of Art. By LIONEL R. MCCOLVIN, author of "The Theory of Book-Selection."

"Discusses briefly, but very suggestively, the problem of the future of art in relation to the public."—*Saturday Review*. "Another indictment of machinery as a soul-destroyer . . . Mr Colvin has the courage to suggest solutions."—*Westminster Gazette*. "This is altogether a much-needed book."—*New Leader*.

Pegasus, or Problems of Transport. By Colonel J. F. C. FULLER, author of "The Reformation of War," etc. With 8 Plates.

"The foremost military prophet of the day propounds a solution for industrial and unemployment problems. It is a bold essay . . . and calls for the attention of all concerned with imperial problems."—*Daily Telegraph*. "Practical, timely, very interesting and very important."—*J. St. Loë Strachey*, in *Spectator*.

Atlantis, or America and the Future. By Colonel J. F. C. FULLER.

"Candid and caustic."—*Observer*. "Many hard things have been said about America, but few quite so bitter and caustic as these."—*Daily Sketch*. "He can conjure up possibilities of a new Atlantis."—*Clarion*.

Midas, or the United States and the Future. By C. H. BRETHERTON, author of "The Real Ireland," etc.

A companion volume to *Atlantis*. "Full of astute observations and acute reflections . . . this wise and witty pamphlet, a provocation to the thought that is creative."—*Morning Post*. "A punch in every paragraph. One could hardly ask for more 'meat.'"—*Spectator*.

TO-DAY AND TO-MORROW

Nuntius, or Advertising and its Future.

By GILBERT RUSSELL.

"Expresses the philosophy of advertising concisely and well."—*Observer*. "It is doubtful if a more straightforward exposition of the part advertising plays in our public and private life has been written."—*Manchester Guardian*.

Birth Control and the State: a Plea and a Forecast. By C. P. BLACKER, M.C., M.A., M.R.C.S., L.R.C.P.

"A very careful summary."—*Times Literary Supplement*. "A temperate and scholarly survey of the arguments for and against the encouragement of the practice of birth control."—*Lancet*. "He writes lucidly, moderately, and from wide knowledge; his book undoubtedly gives a better understanding of the subject than any other brief account we know. It also suggests a policy."—*Saturday Review*.

Ouroboros, or the Mechanical Extension of Mankind. By GARET GARRETT.

"This brilliant and provoking little book."—*Observer*. "A significant and thoughtful essay, calculated in parts to make our flesh creep."—*Spectator*. "A brilliant writer, Mr Garrett is a remarkable man. He explains something of the enormous change the machine has made in life."—*Daily Express*.

Artifex, or the Future of Craftsmanship. By JOHN GLOAG, author of "Time, Taste, and Furniture."

"An able and interesting summary of the history of craftsmanship in the past, a direct criticism of the present, and at the end his hopes for the future. Mr Gloag's real contribution to the future of craftsmanship is his discussion of the uses of machinery."—*Times Literary Supplement*.

TO-DAY AND TO-MORROW

Plato's American Republic. By J. DOUGLAS WOODRUFF. *Fourth impression.*

"Uses the form of the Socratic dialogue with devastating success. A gently malicious wit sparkles in every page."—*Sunday Times*. "Having deliberately set himself an almost impossible task, has succeeded beyond belief."—*Saturday Review*. "Quite the liveliest even of this spirited series."—*Observer*.

Orpheus, or the Music of the Future. By W. J. TURNER, author of "Music and Life." *Second impression.*

"A book on music that we can read not merely once, but twice or thrice. Mr Turner has given us some of the finest thinking upon Beethoven that I have ever met with."—*Ernest Newman* in *Sunday Times*. "A brilliant essay in contemporary philosophy."—*Outlook*. "The fruit of real knowledge and understanding."—*New Statesman*.

Terpander, or Music and the Future. By E. J. DENT, author of "Mozart's Operas."

"In *Orpheus* Mr Turner made a brilliant voyage in search of first principles. Mr Dent's book is a skilful review of the development of music. It is the most succinct and stimulating essay on music I have found. . . ."—*Musical News*. "Remarkably able and stimulating."—*Times Literary Supplement*. "There is hardly another critic alive who could sum up contemporary tendencies so neatly."—*Spectator*.

Sibylla, or the Revival of Prophecy. By C. A. MACE, University of St. Andrew's.

"An entertaining and instructive pamphlet."—*Morning Post*. "Places a nightmare before us very ably and wittily."—*Spectator*. "Passages in it are excellent satire, but on the whole Mr Mace's speculations may be taken as a trustworthy guide . . . to modern scientific thought."—*Birmingham Post*.

TO-DAY AND TO-MORROW

Lucullus, or the Food of the Future. By OLGA HARTLEY and MRS C. F. LEVEL, authors of "The Gentle Art of Cookery."

"This is a clever and witty little volume in an entertaining series, and it makes enchanting reading."—*Times Literary Supplement*. "Opens with a brilliant picture of modern man, living in a vacuum-cleaned, steam-heated, credit-furnished suburban mansion 'with a wolf in the basement'—the wolf of hunger. This banquet of epigrams."—*Spectator*.

Procrustes, or the Future of English Education. By M. ALDERTON PINK. "Undoubtedly he makes out a very good case."—*Daily Herald*. "This interesting addition to the series."—*Times Educational Supplement*. "Intends to be challenging and succeeds in being so. All fit readers will find it stimulating."—*Northern Echo*.

The Future of Futurism. By JOHN RODKER.

"Mr Rodker is up-to-the-minute, and he has accomplished a considerable feat in writing on such a vague subject, 92 extremely interesting pages."—*T. S. Eliot*, in *Nation*. "There are a good many things in this book which are of interest."—*Times Literary Supplement*.

Pomona, or the Future of English. By BASIL DE SÉLINCOURT, author of "The English Secret", etc.

"The future of English is discussed fully and with fascinating interest."—*Morning Post*. "Full of wise thoughts and happy words."—*Times Literary Supplement*. "His later pages must stir the blood of any man who loves his country and her poetry. *J. C. Squire*, in *Observer*. "His finely-conceived essay."—*Manchester Guardian*.

TO-DAY AND TO-MORROW

Balbus, or the Future of Architecture.

By CHRISTIAN BARMAN.

"A really brilliant addition to this already distinguished series. The reading of *Balbus* will give much data for intelligent prophecy, and incidentally, an hour or so of excellent entertainment."—*Spectator*. "Most readable and reasonable. We can recommend it warmly."—*New Statesman*. "This intriguing little book."—*Connoisseur*.

Apella, or the Future of the Jews. By A QUARTERLY REVIEWER.

"Cogent, because of brevity and a magnificent prose style, this book wins our quiet praise. It is a fine pamphlet, adding to the value of the series, and should not be missed."—*Spectator*. "A notable addition to this excellent series. His arguments are a provocation to fruitful thinking."—*Morning Post*.

The Dance of Çiva, or Life's Unity and Rhythm. By COLLUM.

"It has substance and thought in it. The author is very much alive and responsive to the movements of to-day."—*Spectator*. "A very interesting account of the work of Sir Jagadis Bose."—*Oxford Magazine*. "Has caught the spirit of the Eastern conception of world movements."—*Calcutta Statesman*.

Lars Porsena, or the Future of Swearing and Improper Language. By ROBERT GRAVES. *Third impression.*

"Goes uncommonly well, and deserves to."—*Observer*. "Not for squeamish readers."—*Spectator*. "No more amusingly unexpected contribution has been made to this series. A deliciously ironical affair."—*Bystander*. "His highly entertaining essay is as full as the current standard of printers and police will allow."—*New Statesman*. "Humour and style are beyond criticism."—*Irish Statesman*.

TO-DAY AND TO-MORROW

Socrates, or the Emancipation of Mankind. By H. F. CARLILL.

"Devotes a specially lively section to the herd instinct."—*Times*. "Clearly, and with a balance that is almost Aristotelian, he reveals what modern psychology is going to accomplish."—*New Statesman*. "One of the most brilliant and important of a remarkable series."—*Westminster Gazette*.

Delphos, or the Future of International Language. By E. SYLVIA PANKHURST.

"Equal to anything yet produced in this brilliant series. Miss Pankhurst states very clearly what all thinking people must soon come to believe, that an international language would be one of the greatest assets of civilization."—*Spectator*. "A most readable book, full of enthusiasm, an important contribution to this subject."—*International Language*.

Gallo, or the Tyranny of Science. By J. W. N. SULLIVAN, author of "A History of Mathematics."

"So packed with ideas that it is not possible to give any adequate *résumé* of its contents."—*Times Literary Supplement*. "His remarkable monograph, his devastating summary of materialism, this pocket *Novum Organum*."—*Spectator*. "Possesses a real distinction of thought and manner. It must be read."—*New Statesman*.

Apollonius, or the Future of Psychical Research. By E. N. BENNETT, author of "Problems of Village Life," etc.

"A sane, temperate and suggestive survey of a field of inquiry which is slowly but surely pushing to the front."—*Times Literary Supplement*. "His exposition of the case for psychic research is lucid and interesting."—*Scotsman*. "Displays the right temper, admirably conceived, skilfully executed."—*Liverpool Post*.

TO-DAY AND TO-MORROW

Aeolus, or the Future of the Flying Machine. By OLIVER STEWART.

"Both his wit and his expertness save him from the nonsensical-fantastic. There is nothing vague or sloppy in these imaginative forecasts."—*Daily News*. "He is to be congratulated. His book is small, but it is so delightfully funny that it is well worth the price, and there really are sensible ideas behind the jesting."—*Aeroplane*.

Stentor, or the Press of To-Day and To-Morrow. By DAVID OCKHAM.

"A valuable and exceedingly interesting commentary on a vital phase of modern development."—*Daily Herald*. "Vigorous and well-written, eminently readable."—*Yorkshire Post*. "He has said what one expects any sensible person to say about the 'trustification' of the Press."—*Spectator*.

Rusticus, or the Future of the Country-side. By MARTIN S. BRIGGS, F.R.I.B.A.

"Few of the 50 volumes, provocative and brilliant as most of them have been, capture our imagination as does this one."—*Daily Telegraph*. "The historical part is as brilliant a piece of packed writing as could be desired."—*Daily Herald*. "Serves a national end. The book is in essence a pamphlet, though it has the form and charm of a book."—*Spectator*.

Janus, or the Conquest of War. By WILLIAM MCDUGALL, M.B., F.R.S.

"Among all the booklets of this brilliant series, none, I think is so weighty and impressive as this. It contains thrice as much matter as the other volumes and is profoundly serious."—Dean Inge, in *Evening Standard*. "A deeply interesting and fair-minded study of the causes of war and the possibilities of their prevention. Every word is sound."—*Spectator*.

TO-DAY AND TO-MORROW

Vulcan, or the Future of Labour. By CECIL CHISHOLM.

"Of absorbing interest."—*Daily Herald*. "No one, perhaps, has ever condensed so many hard facts into the appearance of agreeable fiction, nor held the balance so nicely between technicalities and flights of fancy, as the author of this excellent book in a brilliant series. *Vulcan* is a little book, but between its covers knowledge and vision are pressed down and brimming over."—*Spectator*.

Hymen, or the Future of Marriage. By NORMAN HAIRE.

This candid and unprejudiced survey inquires why the majority of marriages to-day seem to be so unsatisfactory, and finds the answer in the sexual ethic of our civilization which is ill adapted to our social and economic needs. The problems of sex-morality, sex-education, prostitution, in-breeding, birth-control, trial-marriage, and polygamy are all touched upon.

The Next Chapter: the War against the Moon. By ANDRÉ MAUROIS, author of 'Ariel', etc.

This imaginary chapter of world-history (1951-64) from the pen of one of the most brilliant living French authors mixes satire and fancy in just proportions. It tells how the press of the world is controlled by five men, how world interest is focussed on an attack on the moon, how thus the threat of world-war is averted. But when the moon retaliates . . .

TO-DAY AND TO-MORROW

Galatea, or the Future of Darwinism.

By W. RUSSELL BRAIN.

This non-technical but closely-reasoned book is a challenge to the orthodox teaching on evolution known as Neo-Darwinism. The author claims that, although Neo-Darwinian theories can possibly account for the evolution of forms, they are quite inadequate to explain the evolution of functions.

Scheherazade, or the Future of the English Novel. By JOHN CARRUTHERS.

A survey of contemporary fiction in England and America lends to the conclusion that the literary and scientific influences of the last fifty years have combined to make the novel of to-day predominantly analytic. It has thus gained in psychological subtlety, but lost its form. How this may be regained is put forward in the conclusion.

Caledonia, or the Future of the Scots.

By G. M. THOMSON.

Exit the Scot! Under this heading the Scottish people are revealed as a leaderless mob in whom national pride has been strangled. They regard, unmoved, the spectacle of their monstrous slum-evil, the decay of their industries, the devastation of their countryside. This is the most compact and mordant indictment of Scottish policy that has yet been written.

Albyn, or Scotland and the Future. By

C. M. GRIEVE, author of 'Contemporary Scottish Studies', etc.

A vigorous answer, explicit and implicit, to *Caledonia*, tracing the movements of a real Scottish revival, in music, art, literature, and politics, and coming to the conclusion that there is a chance even now for the regeneration of the Scottish people.

TO-DAY AND TO-MORROW

Lares et Penates, or the Future of the Home. By H. J. BIRNSTINGL.

All the many forces at work to-day are influencing the planning, appearance, and equipment of the home. This is the main thesis of this stimulating volume, which considers also the labour-saving movement, the 'ideal' house, the influence of women, the servant problem, and the relegation of aesthetic considerations to the background. Disconcerting prognostications follow.

NEARLY READY

Archon, or the Future of Government. By HAMILTON FYFE.

A survey of the methods of government in the past leads the author to a consideration of conditions in the world of to-day. He then indicates the lines along which progress may develop.

Hermes, or the Future of Chemistry. By T. W. JONES, B.Sc., F.C.S.

Chemistry as the means of human emancipation is the subject of this book. To-day chemistry is one of the master factors of our existence; to-morrow it will dominate every phase of life, winning for man the goal of all his endeavour, economic freedom. It may also effect a startling change in man himself.

The Future of Physics. By L. L. WHYTE.

The last few years have been a critical period in the development of physics. We stand on the eve of a new epoch. Physics, biology, and psychology are converging towards a scientific synthesis of unprecedented importance whose influence on thought and social custom will be so profound as to mark a stage in human evolution. This book interprets these events and should be read in connexion with *Gallio*, by J. W. N. Sullivan, in this series.

TO-DAY AND TO-MORROW

Ikonoclastes, or the Future of Shakespeare. By HUBERT GRIFFITHS

Taking as text the recent productions of classical plays in modern dress, the author, a distinguished dramatic critic, suggests that this is the proper way of reviving Shakespeare and other great dramatists of the past, and that their successful revival in modern dress may perhaps be taken as an indication of their value.

IN PREPARATION

Bacchus, or the Future of Wine. By P. MORTON SHAND.

Mercurius, or the World on Wings. By C. THOMPSON WALKER.

The Future of Sport. By G. S. SANDILANDS.

The Future of India. By T. EARLE WELBY.

The Future of Films. By ERNEST BETTS.

